

# カンエマ

## KANEMA

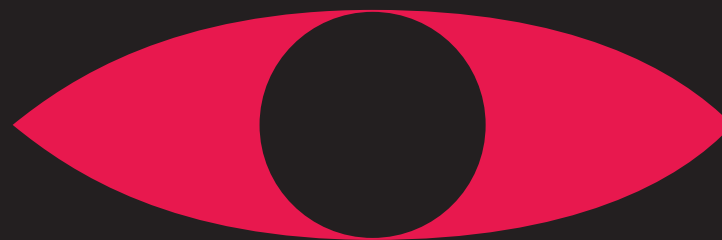
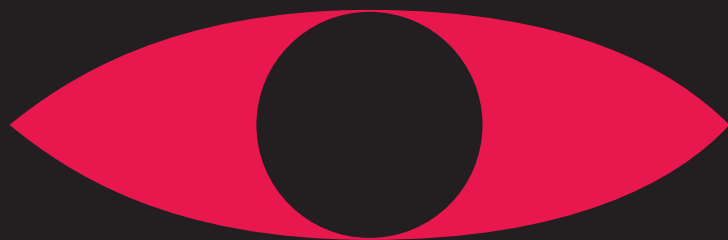


Door to Asia 2018

Design Proposal

—

New Direction of  
the Future Production



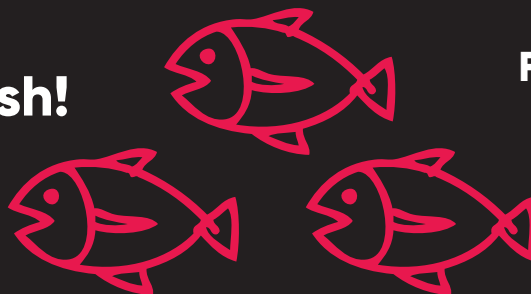
気仙沼  
目利きのカネマ

Fresh!

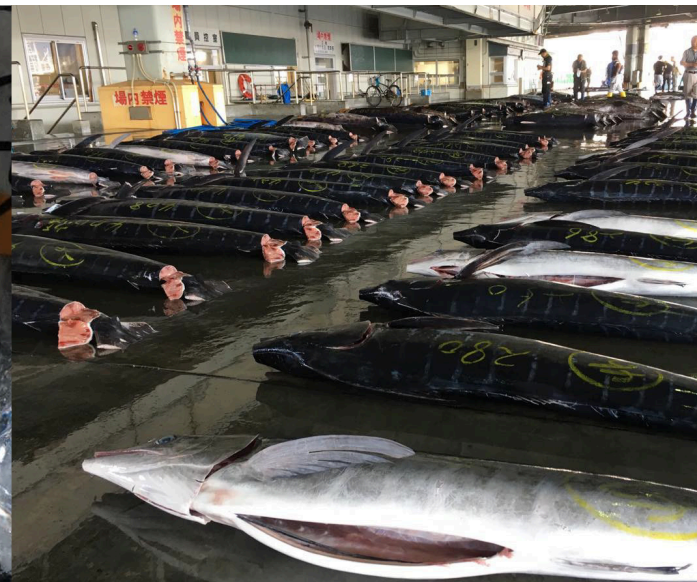
Fresh!

Fresh!

Fresh!



# What's 目利き of KANEMA



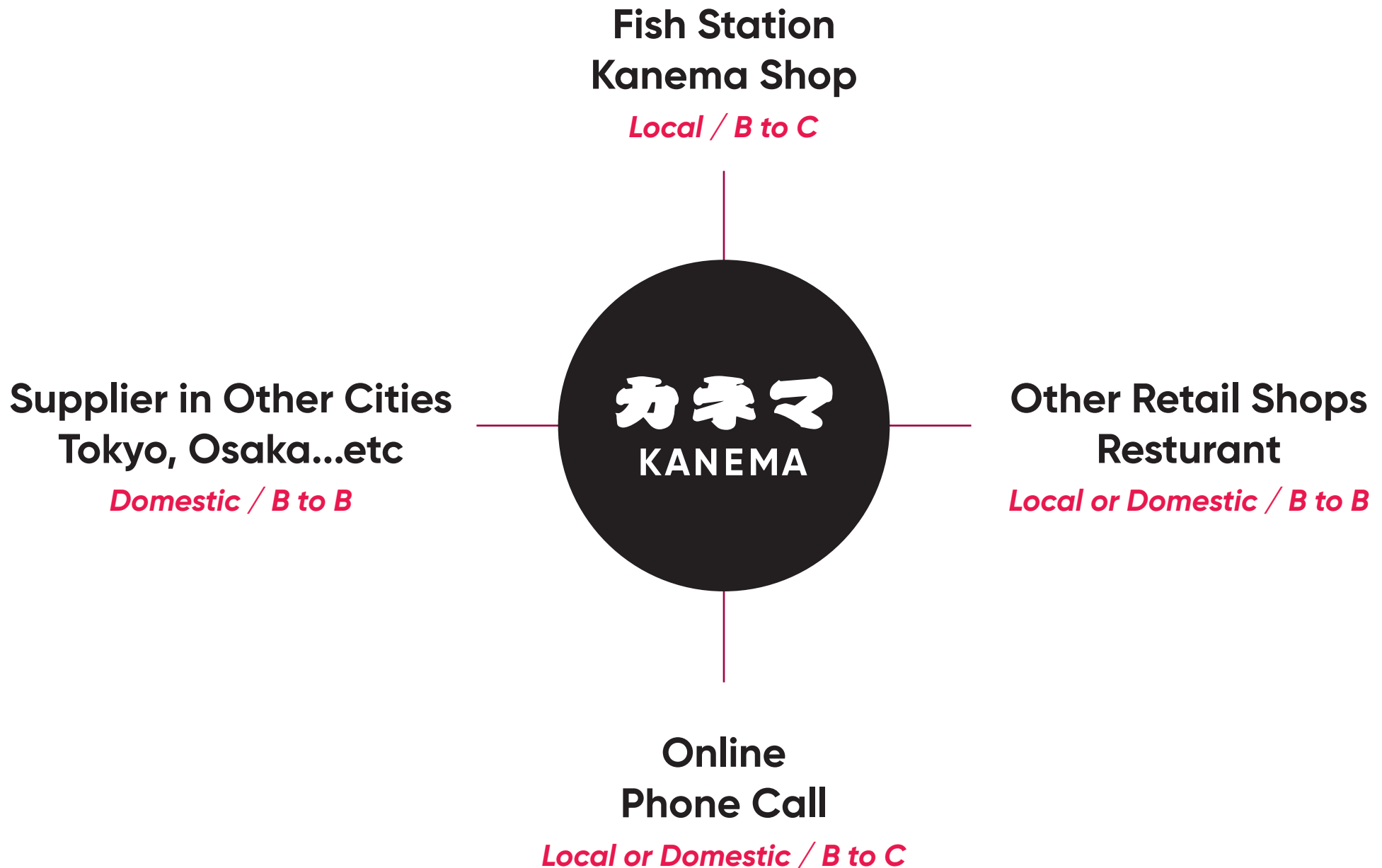


# How KANEMA deliver its 目利き culture

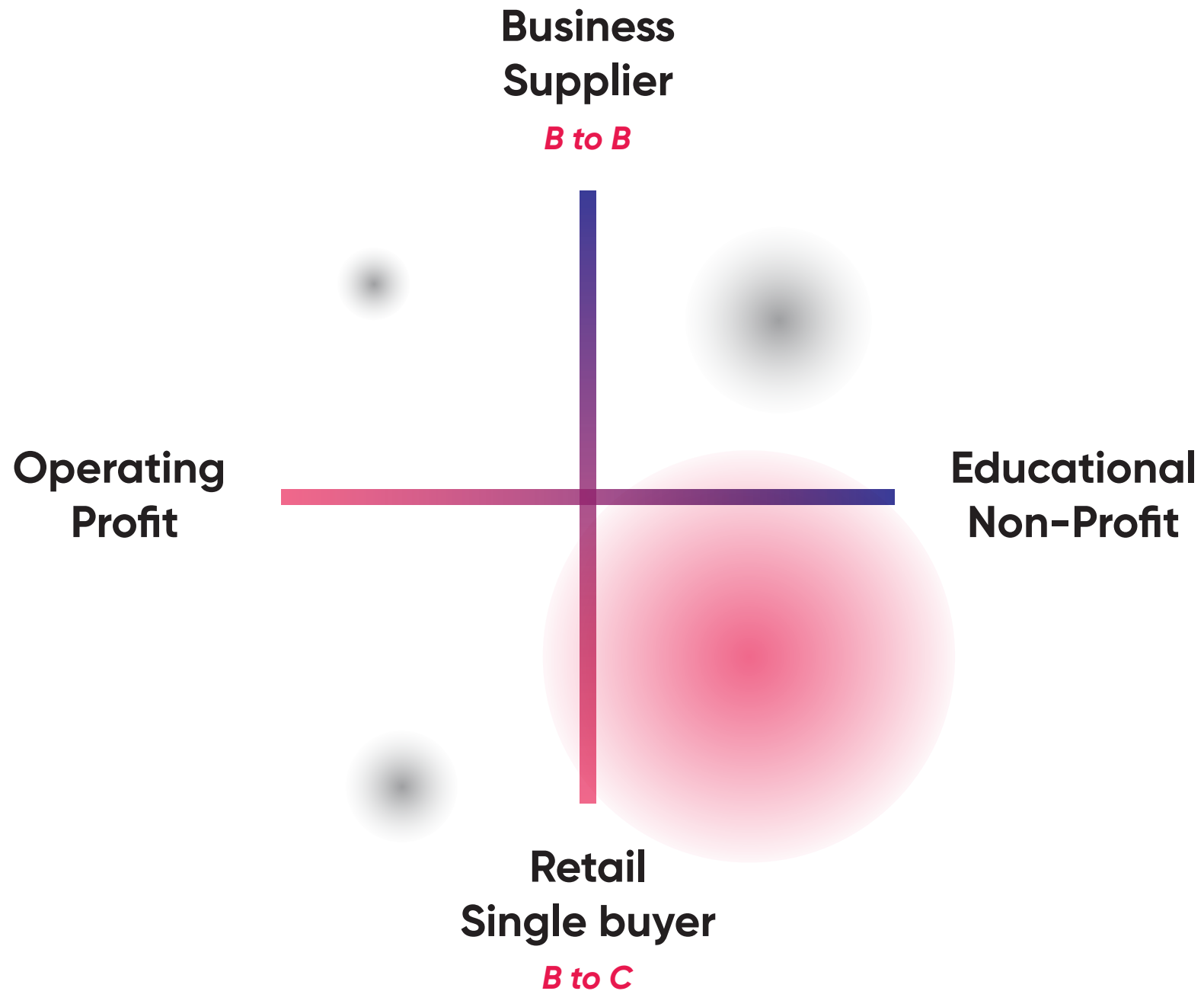




# The distribution of KANEMA



# To promote 目利き culture





To promote 目利き culture



# Snapshot with KANEMA *Local Program/Short term/Kids with parents*



## Duration

1 Day

## Location

Kesennuma Fish Market

## Participant

Over age 7 years old  
Interested in photography,  
fishing culture

## Format

2-3 people as a group  
5 group/Max.

## Itinerary

Kesennuma Fish Market



Kanema Factory



Fish Station

## Mission

Capturing the best moment  
during the journey

## Presentation

1st. winner prize  
The fresh piece of tuna

Other ppl.  
Fresh sashime

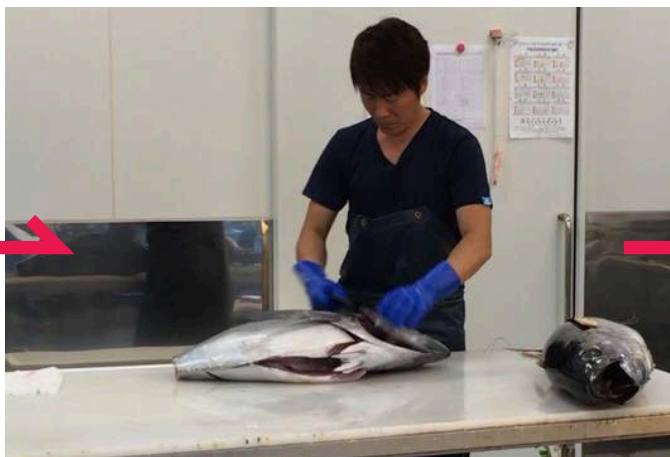
## Exhibition

Display room in KANEMA  
or Fish Station

To promote 目利き culture



# Work Exchange with KANEMA *Domestic Program/Long term/Adult*



## Duration

1-2 weeks

## Location

Kesennuma City

## Participant

Over age 18 years old  
Interested in Tohoku,  
fishing culture

## Format

2 people/max.

## Working Schedule

Kesennuma Fish Market



Kanema Factory



Fish Station

## Mission

Working and Living with  
KANEMA staff

## Final Exam

Cutting tuna  
Packaging bonito  
Cooking process food  
Working in the retail shop

## Sharing by Text

Using the blog to document  
all the memory and story





How do we develop **安心感** further?

To promote 安心感



# Hierarchy of Extending Product

Family Symbol



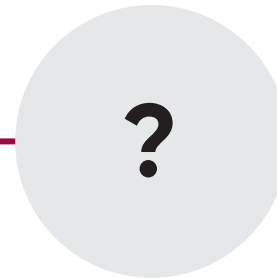
New Look



Be Trustworthy  
Sustainability



100% Fish



Extending Product



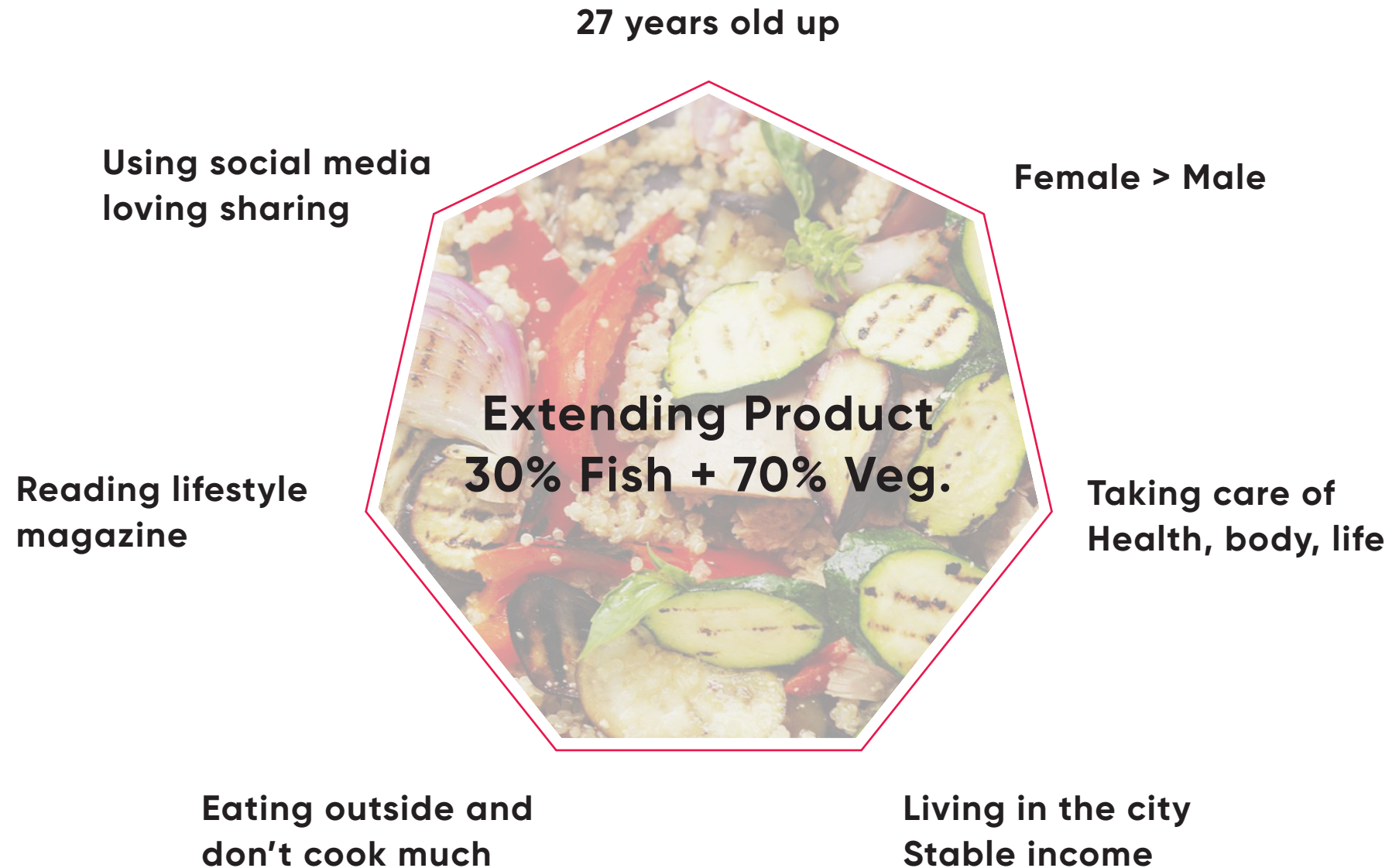
30% Fish  
70% Veg



To promote 安心感



# Target Audience Profile



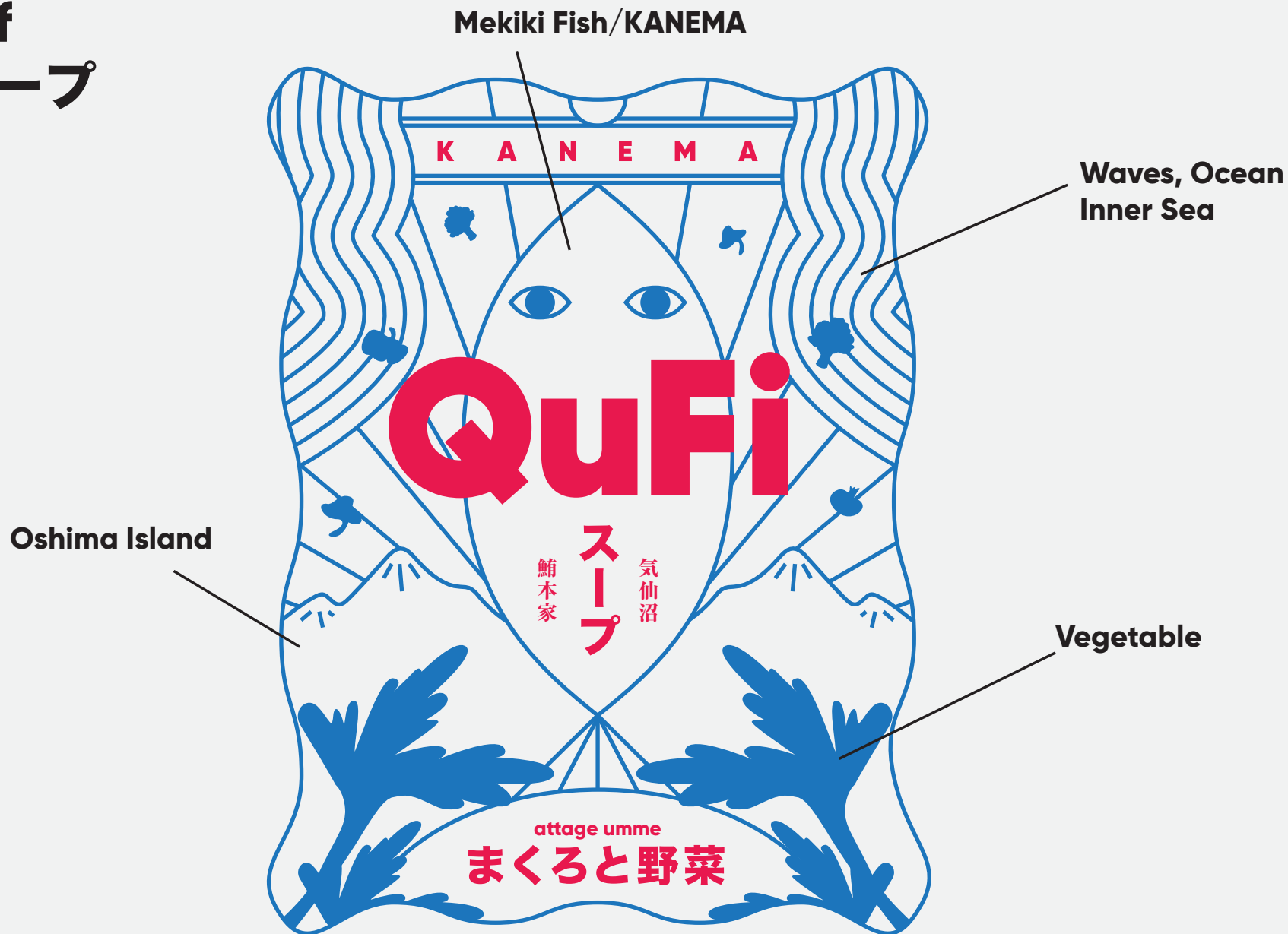
To promote 安心感

# QuFi スープ



To promote 安心感

# Lable of QuFi スープ



Quality + Quick + Fish



To promote 安心感

# Lable of QuFi スープ



Tuna Fish

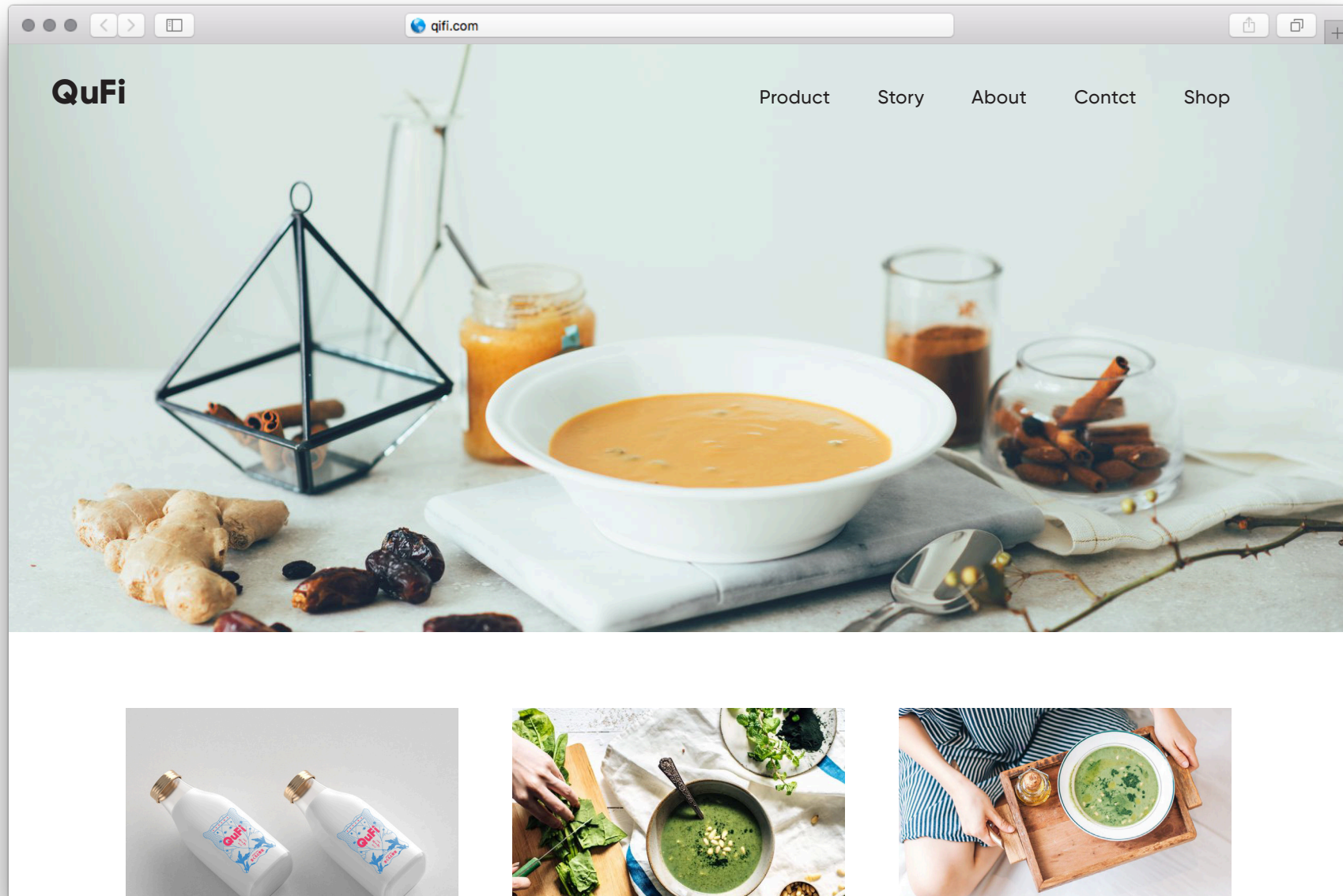


Sword Fish



To promote 安心感

# New Way of Eating QuFi スープ



To promote 安心感



# New Way of Eating QuFi スープ

## Step 1.

Make your plan on the Calender / How many days

## Step 2.

Select Soup / How many bottles per day

## Step 3.

Fill up the delivery info. and finish the payment

## Step 4.

Get your QuFi directly!



To promote 安心感

## New Scope of QuFi Serise



**QuFi**

**Mother**

**QuFi**

**Baby**

**QuFi**

**Education**



# Conclusion

**Tradition**

**Bridge**

**Design Assistance**

**Modern**



**Thank you : )**



**Door to Asia, KANEMA, 2018**